

Message Text

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ORIGIN COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 /017 R

DRAFTED BY COM/OIM/SAD/RPETERSON/CLS

APPROVED BY EB/OCA/CM/EMCKEON

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COM/OIM/JAP/TWELCH

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EA/J/DGBROWN

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R 030006Z SEP 75

FM SECSTATE WASHDC

TO AMEMBASSY TOKYO

UNCLAS STATE 208436

E.O. 11652: NA

TAGS: BEXP, JA

SUBJECT: DESIGN ENGINEERING CATALOG EXHIBIT

REF: TOKYO 11802

1. CLAPP AND POLIAK HAVE CABLED THEIR TOKYO OFFICE TO TRY AND SECURE SERVICES OF "MACHINE DESIGN" MAGAZINE'S TOKYO EXECUTIVE AS INDUSTRY TECHNICAL REPRESENTATIVE (ITR).
2. REQUEST EMOASSY CONTACT KEN SASAKI OF CLAPP AND POLIAK TOKYO, PHONE 03-346-1351 FOR STATUS ABOVE EFFORT.
3. ASSUMING "MACHINE DESIGN" EXECUTIVE ACCEPTS ASSIGNMENT AND IS ACCEPTABLE TO EMBASSY, A COPY OF SPECIFICATIONS OUTLINING DUTIES OF ITR AND REPORTS EXPECTED HAS BEEN MAILED TO COMATT BEACHNER FOR GUIDANCE. BRIEFLY, FUNCTION INCLUDES ATTENDANCE AT CATALOG EXHIBIT BOOTH TO ANSWER TECHNICAL QUESTIONS OF VISITORS AND PROVIDE GUIDANCE REGARDING APPROPRIATE COMPANIES OR PRODUCTS TO HELP SOLVE VISITORS' NEEDS, AND PARTICIPATE WITH EMBASSY STAFF IN PRESS BRIEFINGS AS REQUIRED. WITHIN 30 DAYS AFTER EXHIBIT REPORT TO OI/SAD IN 2 PARTS. PART 1, FOR OIM UNCLASSIFIED

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INTERNAL USE, TO COVER VIAOILITY THIS TECHNIQUE IN JAPAN AND COMMENTS ON OPERATION OF THIS SPECIFIC EVENT WITH

RECOMMENDATIONS FOR IMPROVEMENT IF ANY. PART 2, FOR

REPRODUCTION BY COMMERCE AND DISSEMINATION TO EACH PARTICIPATING U.S. COMPANY, TO COVER ITR OPINION OF JAPANESE MARKET FOR U.S. PRODUCTS APPROPRIATE TO EXHIBIT THEME, WITH SOME INDICATION OF TYPES MOST SALEABLE, MODERATELY SALEABLE AND LEAST SALEABLE. THESE OPINIONS NEED ONLY REFLECT COMMENTS OF EXHIBIT VISITORS AND ARE NOT INTENDED TO REQUIRE OUTSIDE RESEARCH.

4. AS OF COB AUGUST 25 COMMERCE HAS 218 PAID PARTICIPANTS WITH INDICATIONS THAT 4 OR 5 MORE CAN BE EXPECTED. IN VIEW OF LARGE NUMBER SUGGEST EMBASSY REVIEW SPACE REQUIREMENTS.

5. IN ESTIMATING INCREASED EXPENSES BE SURE TO INCLUDE ADDITIONAL TEMPORARY CLERICAL HELP IF NECESSARY TO PROVIDE EACH PARTICIPANT WITH TIMELY POST REPORT AND COMPLETE LIST OF REGISTERED VISITORS, TRADE LEADS, ETC. ROBINSON

UNCLASSIFIED

<< END OF DOCUMENT >>

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